"Made in U. S. A." Materials

advertised below were used in Costumes at Advance Showing of Autumn and Winter Fashions by

The Fashion Art League of America

at Morosco Theatre August 1st. Proceeds of sale of programs, as well as two gowns, went to the fund of the Women's Apparel Unit for the Women's Overseas Hospital Service.

A New and Novel Use RIBBON



AT the Style Show recently held by the Fashion Art League of America, the genius of our American designers brought to light a new use for Ribbon as a dress trimming.

The gown illustrated is a creation by Madame Crone of Indestructible Voile, very eleverly embroidered and bound throughout with Johnson-Cowdin Two-Toned LADY FAIR RIBBON in pastel colors.

There is a Johnson-Cowdin Ribbon for every

Because of their adaptability the various brands of Johnson-Cowdin Ribbons were strongly featured at this display - an acknowledgment of the ribbon preference of the leading Fashion Creators.

The use of Johnson-Cowdin Ribbons is a guarantee of complete Ribbon Satisfaction.

> Johnson, Cowdin & Company 38-44 East 30th Street, New York



BRANDS that have created RIBBONSTYLE



The recognized quality over of all Satin and l'affeta Ribbons



In appropriate combination of Rose-Bud and Polka Dot Lin-



The Ribbon Sensation of 1918.



A Satin and Taffeta Ribbon popularly priced - in colors to match Satin de Luxe.



The ideal Lingerie Ribbon in Pink, Blue and White.



The grosgrain Ribbon for the people."



"LAPINEX" SEAL PLUSH

A fabric from The Shelton Looms

• T APINEX" Seal Plush. made by the Shelton Looms, is an exquisitely lustrous silky plush, and commends itself to women who like plush

It is the most beautiful popular priced scal plush ever made. For uniform softness. depth of color, and lustre, it is supreme.

Scal plushes have not advanced in price to the same extent as most other materials and the garment illustrated (designed and made by Weinstein & Klipstein, New York) is sold by the exclusive stores throughout the country at about \$10.00.

The genuine Lapinex coats have labels in the coat; and when the fabric is sold by the yard, the name appears on the back of every yard



& CO., Inc. 395 Fourth Ave. New York

SIDNEY BLUMENTHAL





Costume by Blackburn

All the Beads and Ornaments Shown at the FASHION ART LEAGUE EXHIBIT on August 1st at Morosco Theatre from

AMERICAN BEAD COMPANY

485 5th AVENUE

AMERICAN WOMEN Show Your Patriotism

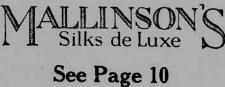
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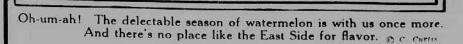
AMERICAN MADE FABRICS

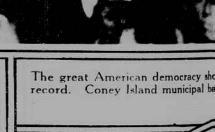


NEW YORK

Chicago









Cool? If you have any doubts, sprints and plunge for distance c